



SIPNOC 2022

ARE WE THERE YET?

Consumer & Enterprise Trust in
Branded Calling

HIGHLIGHTS & TALKING POINTS

Webinar Details

This webinar combines topics of branded calling, Know Your Customer (KYC), and trust into one webinar exploring where the gaps in enterprise identity and branded calling lie, with a focus on brand identity, ownership, vulnerabilities, and security.

Brand Identity & Technologies

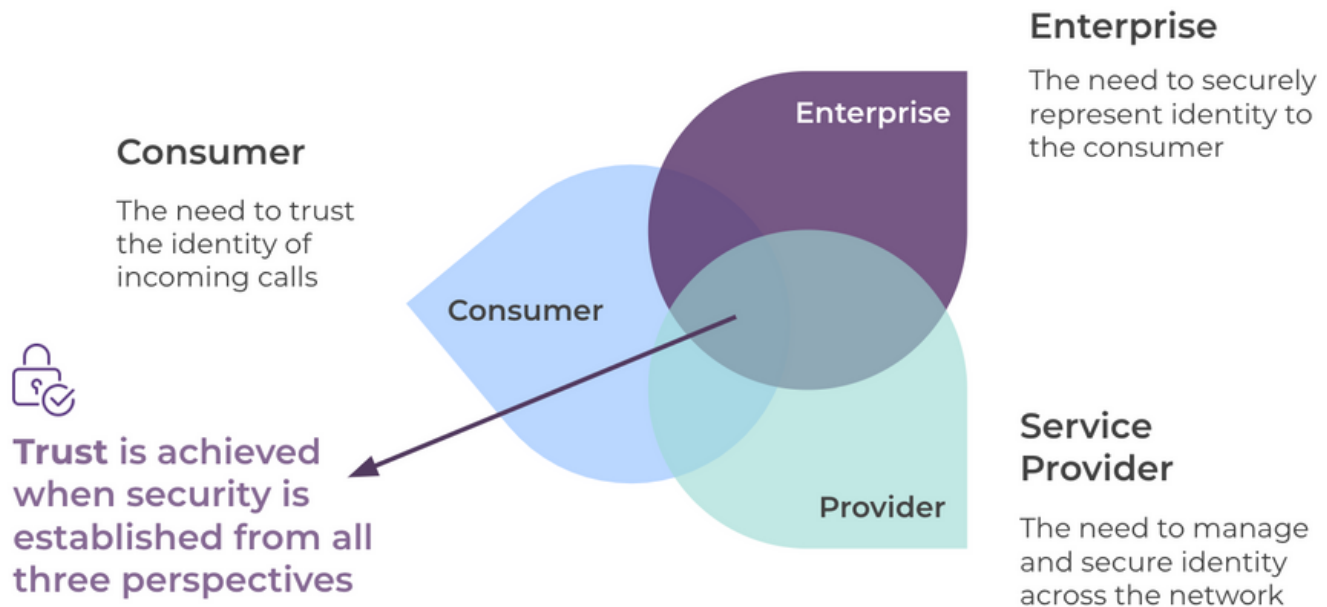
- Keeping identity and authentication at the core
- Weighing the pros and cons of available technologies
- Successes and lessons learned from proof of concepts conducted thus far

Security Gaps & Vulnerabilities

- Where does the industry need to go to address evolving vulnerabilities?
- Intention to solve a common problem across the inter-carrier network with a focus on security
- What happens if we get it wrong?

Trust & Expectations

- How to deploy this solution with consumer trust in mind
- Carrier perspectives and alignment on expectations for the enterprise and how to stay in sync with each other
- What are the limitations?



The Next Steps Toward Trust

There is still no universal model, implementation framework, or standardized authentication of branded assets, but that hasn't stopped solution providers, such as those amongst our panel, from innovating to deliver branding to the consumer today.

The telecom industry has taken two big steps in improving communications authenticity by adding a new layer of trust through STIR/SHAKEN and introducing verified branding technologies on top of Caller ID Authentication.

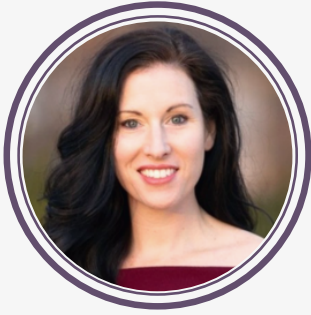
In light of this industry progress, we must remain vigilant of how these technologies are being utilized and also how we're joining together to protect the recipients of these calls as well as the legitimate brands that originate the calls.

Know Your Customer (KYC)-based vetting and verification of entities will remain an integral piece of the equation in the ongoing journey to delivering trust and securing the network.

- [Download our Guide to KYC Implementation](#)
- [Browse our KYC podcast collection](#)
- [Watch the Webinar Playback](#)

"If we can't trust the entry point, then the whole system opens itself up to vulnerabilities."

— REBEKAH JOHNSON, FOUNDER & CEO OF NUMERACLE



Rebekah Johnson

FOUNDER & CEO | NUMERACLE

FCC Hospital Robocall Protection Group Member

Chair of the Enterprise Communications Advocacy Coalition (ECAC)

Member of the ATIS IP-NNI Task Force, co-author of the SHAKEN standards

FCC Robocall Strike Force on behalf of the Empowering Consumer Choice Working Group



Linda Vandeloop

CHAIR | STI-GA
AVP EXTERNAL AFFAIRS/REGULATORY | AT&T

30+ years of teleco experience via AT&T, currently in Regulatory & Financial Management

Chair of the Secure Telephone Identity Governance Authority (STI-GA)

Responsible for consumer & accessibility in federal regulatory issues

Scott Davis

PRESIDENT & CO-FOUNDER | VOLIE

Strong business development professional leading the creation of communications software at Volie, collaborating with dealers & service departments to successfully establish & improve BDC's

Marketing execution & strategy, digital marketing, social media & advertising within the automotive industry



Lulia Ann Barakat

SR. MANAGER - PLANNING | VERIZON

Founding member of the USTelecom Robocall Working Group to collaborate on call traceback for illegal voice traffic

Leadership in architectural design, testing, & implementation of robocall mitigation strategies like STIR/SHAKEN, network and customer blocking solutions, and analytics



Shameem Firoz

ENGINEER | VERIZON

Distinguished Engineer-Product Development on the Tech & Product Development team at Verizon, primarily focusing on Robocall Blocking Solutions

Led Verizon technical team to define and scope the Cross Carrier Business Caller ID Platform

ADVICE FROM THE WEBINAR PANELISTS

Takeaway & Best Practices

- **Enterprises:** KYC-based dialing strategies originating from phone numbers with clean hygiene should form the basis of a customer experience-focused communications strategy.
- **Consumers:** Device manufacturers need to consider consumer opinion and be able to render trust across different devices while also providing consumers with the choice to opt-in or out.

“This is a call to action for the industry, devices, enterprises, and consumers to come together to help us enable both the best practices and then figure out the technology to render it the best and provide trust in the consumer experience as best we can.”

— LULIA ANN BARAKAT, SR. MANAGER - PLANNING AT VERIZON

- **VSPs:** Voice service providers who are originating, transmitting, or terminating voice traffic need to be flexible and adaptable to interoperability with policies and standards to protect the network from potential gaps that may lead to vulnerabilities.
- **VSPs:** Solution providers onboarding and vetting a brand should start off with a conversation about dialing patterns and understand who their calling parties are so they can rule out potential harm that may erode trust.

“Think like a scammer — don’t act like one — but think like a scammer. Always look for the gaps, where we need to add the additional security and where we need to keep them out while maintaining trust in the ecosystem.”

— LINDA VANDELOOP, CHAIR OF THE STI-GA & AVP EXTERNAL AFFAIRS/REGULATORY AT AT&T



RESOURCES

GET IN TOUCH

NUMERACLE

www.numeracle.com
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Numeracle's Entity Identity Management™ Platform and Verified Identity™ platform enable legal entities to prepare for STIR/SHAKEN, prevent improper call blocking and 'Fraud' labeling, and employ best practices to prevent 'Spam' labeling by working with tech providers, carriers, device manufacturers, & analytics companies, providing visibility and brand management across the telecom ecosystem.